

NextMedia's Ardmore, OK radio stations- 95.7 KKAJ-FM, 107.1 KYNZ-FM, 92.7 KTRX-FM, and AM 1240 KVSQ- are highly committed to providing local radio to the people of Southern Oklahoma and North Texas.

LOCAL NEWS

At KKAJ/KYNZ/KTRX/KVSQ we provide the latest news and local information by offering listeners three different newscasts in morning drive on three of our four radio stations. We also air local newscasts at noon and during afternoon drive on those three stations. Our on air personalities also utilize the information in those newscasts to have on air discussions with listeners about the local events and issues. With our contacts through local law enforcement agencies and local organizations we are also able to provide breaking news coverage for important local events. For instance, a recent accident on I-35 caused a shut down of the highway. Using those contacts we were able to get on the air in a matter of minutes with the information to let our listeners know they needed to find an alternate route. Local news events that require listeners to remember or research contact information are also posted on our stations websites. An example of this, local police needed help to notify residents of counterfeit money in Ardmore. We posted the serial numbers and description of those bills on the websites along with contact information for the Police Department and U.S. Secret Service.

LOCAL PUBLIC AFFAIRS

Our stations actively contact local organizations and leaders and invite them for live interviews on the air. Some prefer to send us the information for our personalities to talk about, others choose to come in the studios. These interviews can last anywhere from 2 to 10 minutes depending on the purpose and scope of the event. We often conduct tours of our radio stations for local church groups, boys scout groups, girl scout groups, and school groups and give them an idea what it takes to run a radio station, and give them an opportunity to record a segment in our production rooms that we burn to a CD for them to keep. Also, each of our newscasts in morning, midday, and afternoon drive contain information about at least one local event. We also encourage our listeners to post local events on our websites or email them to our stations.

CREATING OR SELECTING PROGRAMMING

We are constantly asking our communities, and our audience, what they want and expect from their local radio stations. We conduct polls on our websites about music, local events, and local sports, and other issues. Each of our station websites has emails listed for them to make comments or suggestions about our programming. In Southern Oklahoma and North Texas- sports are very important! Because we know our communities, we preempt local and network music or news programming to air local high school football, basketball, and baseball games throughout the year. On one station, we air a live program on Saturday mornings throughout the football season where we interview local high school football coaches about the games the previous night. We also interrupt programming to carry the yearly ALL STAR games for football and basketball.

EMERGENCY PROGRAMMING

In our newsroom, there is a direct phone line to the local emergency management office. If, at any time, there is an emergency- they pick up the phone and it automatically rings in our station. We then are ready to put information on the air within a few minutes. Several months ago a bad lightening storm knocked out the Ardmore storm warning system. Because of our instant contact, we were able to notify listeners about the malfunction. And because of a partnership with one of the local TV stations, we are able to give updated weather coverage quickly and effectively at any time. In bad weather situations, there is always

a live operator at the stations. We have a very good relationship with our local law enforcement agencies, fire departments, and emergency management offices- so their personnel have personal contact information for most of our on air personalities and management in case of emergency. All of our stations are also active in both the EAS and AMBER ALERT plans.

POLITICAL PROGRAMMING

Our radio stations are active in trying to encourage as many people as possible to register to vote in elections. When deadlines for candidates, voter registration, or early elections are near, we make sure to cover them in our local newscasts. We also inform our listeners about details of elections and who is represented for the respective parties or what type of issue they are voting on. Our newscasts also contain election results once they are available.

CIVIC, CULTURAL, AND OTHER COMMUNITY RESPONSIVE PROGRAMMING

We are dedicated to keeping the public informed about the numerous, and diverse, events happening throughout the area. One of our stations airs more than six hours of religious music and programming every Sunday morning as well as information about local church events. As stated previously, three of our stations broadcast local high school football games, basketball games, and baseball games at different times throughout the year. We also carry a live broadcast of the annual ALL STAR games for football and basketball. Our stations are very involved with the local chamber of commerce and our on air personalities air information about new businesses, chamber events, fundraisers, and other local events. Just in the past few months we have had the honor of participating in local rodeo events, the county fair, a local car show benefitting the Ardmore Police Department, the opening of the brand new convention center, the Taste Of Ardmore- a downtown fundraiser, the first annual Race Against Racism and many other events. Two of our stations even provide lost dog announcements on the air for our listeners. Every year we participate in the local holiday parades and are a big sponsor of the local Toys For Tots program. Our employees donate their time to organizations like The United Way, March of Dimes, Chamber of Commerce, Boy Scouts of America, Ardmore Animal Shelter, Ardmore City Employees Day, and numerous other events. Our on air talent work with local law enforcement close to different holidays to remind listeners of the importance of obeying the law. As an example- one of our morning show hosts worked with the local police department for an on air new years eve "don't drink and drive" message. We also did an on air PSA about the city ordinance that makes it illegal to set off fireworks in the city limits. Those are just two examples of the many activities our stations do to keep listeners informed about local events and laws.

MUSIC

Local bands are important to our communities and our stations. That's why our stations actively help support local talent by playing new music on the air. Our stations also invite local bands and artists in the studio for interviews and live acoustic sets. Just recently a band made up of local teens- Cardinal Trait- was in our studios to talk about their new single- Flashback. Two of our stations play that song and ask for listener feedback about the music. Another station recently added a song by a local group named Shovelhead to their music rotation. We also put links to the artist's website on our station websites as an additional way of spreading the word about local musical groups.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

KKAJ/KYNZ/KTRX/KVSO are committed to serving our communities and community groups by participating in several local activities and by encouraging our employees to be a part of the organizations in our area. Most recently our

stations provided game show entertainment for a United Way event at the new convention center, our stations broadcast live from different events for the Chickasaw Nation Annual Meeting and Festival in Tishomingo, Oklahoma. Our employees are active in local Chamber of Commerce committees, United Way committees, Boy Scout groups, and other local organizations. We also invite businesses and organizations to send us information about upcoming fundraisers, blood drives, vaccinations, and other events. For example, the Carter County Health Department conducted a mock bio-terrorism vaccination event a few months ago. Two of our on air talents participated in the event as infected individuals and our news director covered the story from a media perspective. This allowed our listeners to literally hear and experience what it would be like to be a part of a situation like this.

These are just a few of the ways NextMedia's Ardmore, OK stations- 95.7 KKAJ-FM, 107.1 KYNZ-FM, 92.7 KTRX-FM, and AM 1240 KVSQ are already committed and dedicated to providing local radio to the people of Southern Oklahoma and North Texas.

Sincerely,

Scot D. Herd
Vice President/General Manager
KKAJ/KYNZ/KTRX/KVSQ
NextMedia- Ardmore, OK